



Best of Brief: February 2018

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What is the future of television? It's a question that's been debated time and time again, and stood out as a common thread among the top stories in February.

Zenith's Tom Goodwin describes a future where television is digital and streamlined, as he redefines the meaning of TV, while panelists at Digital Entertainment World weigh in on everything from OTT and skinny bundles, to the impact of social media.

Speaking of which, the founders of Hashtag Our Stories, a company that works with citizens and journalists alike to give them a voice through their smartphones and social media, explain the strategy behind their success, and how media brands can benefit by getting behind a social cause.

On the design front, those at Italian studio Alkanoids talk about finding inspiration in both new technology and old world culture, while Chilean studio Feels describes its evolution into a creative and strategic audiovisual design agency that sees projects through from proposal to post-production.

Here's a look at stories in the spotlight last month.

5. How Hashtag Our Stories Empowers Fringe Communities with Social Media

Husband-and-wife Yusuf and Sumalya Omar co-founded the company Hashtag Our Stories that works with citizens and journalists alike to give them a voice through their smartphones and social media. They explain the strategy behind their success, and how media brands can benefit by getting behind a social cause.

4. OTT, Live TV and Skinny Bundles: Keys to the Future

Panelists at Digital Entertainment World in Marina del Rey, Calif., weigh in on where television is heading.

3. How Design Studio Alkanoids Stays on Cutting Edge of Creativity

The PromaxBDA Europe 2018 design partner Alkanoids finds inspiration in new technology and local Italian culture. "We constantly look in two directions: the path behind us and the path in front of us," said Manolo Turri, co-founder and director at Alkanoids.

2. Creative Review: Feels

The Chilean design studio Feels has evolved from specializing in motion graphics and animation, to a creative and strategic audiovisual design agency that sees projects through from proposal to post-production.

1. TV is Changing: Tom Goodwin on Why Networks Shouldn't Worry

Zenith's Tom Goodwin describes a future where television is digital and streamlined, as he redefines the meaning of TV.